

IN THE CLAIMS

Change the claims to read as shown below.

Change to:

1 - 49. (cancelled)

50. (new) Independent software components that extract, convert and store organization related data in accordance with a common schema defined by xml metadata to support organization processing.

51. (new) The software components of claim 50 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

52. (new) The software components of claim 50 where data are stored in tables.

53. (new) The software components of claim 50 where a common schema includes common attributes selected from the group consisting of organization designation, data dictionary, time periods and combinations thereof.

54. (new) The software components of claim 53 where a data dictionary defines standard data attributes from the group consisting of account numbers, components of value, currencies, elements of value, units of measure and time periods.

55. (new) The software components of claim 50 where organization related data are obtained from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel managementsystems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resources systems, accounts receivable systems, accounts payable systems, capital asset systems,

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inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, external databases, the Internet and combinations thereof.

56. (new) The software components of claim 50 that support processing for organization analysis.

57. (new) Network models that support useful activities selected from the group consisting of automated performance analysis, performance management, financial performance optimization and combinations thereof, said network models being further comprised of:

input nodes, hidden nodes, output nodes and a plurality of relationships between said nodes, each said relationship being characterized by a degree of influence from one node to another.

58. (new) The network models of claim 57 that are selected from the group consisting of a model that quantifies an impact of a plurality of sub elements of value on an element of value, a model that quantifies an impact of a plurality of elements of value on an aspect of enterprise financial performance, a model that quantifies an impact of a plurality of enterprises on an aspect of organization financial performance, a two tiered model that quantifies an impact of a plurality of sub elements of value on an element of value and an impact of a plurality of elements of value on an aspect of enterprise financial performance, a two tiered model that quantifies an impact of a plurality of elements of value on an aspect of enterprise financial performance and the impact of a plurality of enterprises on an aspect of organization financial performance, a three tiered model that quantifies an impact of a plurality of sub elements of value on a plurality of elements of value, an impact of a plurality of elements of value on an aspect of enterprise financial performance and the impact of a plurality of enterprises on an aspect of organization financial performance and combinations thereof.

59. (new) The network models of claim 57 where an aspect of organization financial performance is selected from the group consisting of revenue, expense, capital change, cash flow, market value and combinations thereof.

60. (new) The network models of claim 57 where an aspect of enterprise financial performance is selected from the group consisting of revenue, expense, capital change, cash flow, market value and combinations thereof.

61. (new) The network models of claim 57 where a hidden layer quantifies one or more relationships between each input node, other input nodes and an output measure.

62. (new) The network models of claim 58 where an element of value is selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, employee relationships, intellectual capital, intellectual property, partnerships, processes, production equipment, supply chain, vendors, vendor relationships and combinations thereof.

63. (new) The network models of claim 58 where a sub element of value is selected from the group consisting of a single alliance, groups of alliances, a single brand, groups of brands, a single customer, groups of customers, a single customer relationship, groups of customer relationships, a single employee, groups of employees, a single employee relationship, groups of employee relationships, a single piece of intellectual property, groups of intellectual property, a single partnership, groups of partnerships, a single process, groups of processes, a single vendor, groups of vendors, a single vendor relationship, groups of vendor relationships and combinations thereof.

64. (new) The network models of claim 57 that are developed in an automated fashion by learning from the data.

65. (new) The network models of claim 64 where the learning is completed on a continuous basis.

66. (new) The network models of claim 57 that are selected from the group consisting of neural network models, bayesian models, regression models, multi-adaptive regression spline models and combinations thereof.

67. (new) A program storage device readable by machine, tangibly embodying a program of instructions executable by a machine to perform method steps for performing an organization market value management method, comprising:

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preparing organization related data from a plurality of sources for use in processing, developing a model of organization market value that identifies a value impact of a plurality of elements of value on one or more categories of value using at least a portion of said data, and using said model to complete useful activities selected from the group consisting of: determining one or more element of value contributions, quantifying one or more tangible element of value impacts by category of value, valuing one or more elements of value, completing an analysis of organization financial performance, optimizing one or more aspects of organization financial performance, simulating an organization financial performance, optimizing a future organization market value, quantifying a future organization market value, creating a management report, valuing an organization market sentiment, calculating a real option discount rate, valuing a real option, valuing a share of organization stock, determining a target share price and combinations thereof.

68. (new) The program storage device of claim 67 where a value for an element of value is a product of a relative element of value contribution to each category of value and a value of each category of value where the categories of value are selected from the group consisting of current operation, real option, market sentiment and combinations thereof.

69. (new) The program storage device of claim 67 where preparing organization related data for use in processing further comprises integrating data from a plurality of organization related systems in accordance with a common xml schema.

70. (new) The program storage device of claim 67 where organization related data are obtained from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, estimating systems, intellectual property management systems, process management systems, supply chain management systems, vendor management systems, operation management systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), quality control systems, sales management systems, human resources systems, accounts receivable systems, accounts payable systems, capital asset systems,

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inventory systems, invoicing systems, payroll systems, purchasing systems, web site systems, external databases, the Internet and combinations thereof.

71. (new) The program storage device of claim 67 where organization related data further comprise data types selected from the group consisting of transaction data, descriptive data, geospatial data, text data, linkage data, historical data, forecast data and combinations thereof.

72. (new) The program storage device of claim 67 where the method further comprises: completing one or more organization equity transactions based on a difference between a market price and a target share price in an automated fashion.

73. (new) The program storage device of claim 67 where a target share price is a price where a value of organization market sentiment is negative.

74. (new) The program storage device of claim 67 where the method further comprises: displaying a value impact for each of one or more elements of value using a paper document or electronic display.

75. (new) The program storage device of claim 67 where one or more elements of value are selected from the group consisting of alliances, brands, channels, customers, customer relationships, employees, employee relationships, information technology, intellectual capital, intellectual property, partnerships, processes, production equipment, supply chain, vendors, vendor relationships and combinations thereof.

76. (new) The program storage device of claim 67 where the method further comprises: identifying a list of changes to a plurality of indicators of element of value impact that will optimize one or more aspects of organization financial performance using said model, and displaying the list of changes and the organization value after the changes using a paper document or an electronic display.

77. (new) The program storage device of claim 76 where a plurality of indicators of element impact are selected from the group consisting of composite variables, transaction averages, time lagged transaction averages, transaction ratios, time lagged

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transaction ratios, transaction trends, time lagged transaction trends, time lagged transaction data, transaction patterns, time lagged transaction patterns, geospatial measures, time lagged geospatial measures, relative rankings, links, frequencies, time periods, average time periods, cumulative time periods, rolling average time periods, cumulative total values, the period to period rates of change, vectors and combinations thereof.

78. (new) The program storage device of claim 67 where aspects of organization financial performance are selected from the group consisting of revenue, expense, capital change, current operation value, real option value, market sentiment value, market value and combinations thereof.

79. (new) The program storage device of claim 67 where an organization is a single product, a group of products, a division, a company, a multi-company corporation or a value chain.

80. (new) The program storage device of claim 67 that identifies and analyzes the factors that have an effect on facets of organization financial performance where the facets are selected from the group consisting of intellectual capital, elements of value, components of value, categories of value and combinations thereof.

81. (new) The program storage device of claim 67 a model of organization market value is developed in an automated fashion by learning from the data.

82. (new) The program storage device of claim 81 where the learning is completed on a continuous basis.

83. (new) The program storage device of claim 81 wherein learning from the data further comprises completing a series of multivariate analyses in an automated fashion where said analyses are selected from the group consisting of identifying one or more previously unknown item performance indicators, discovering one or more previously unknown value drivers, identifying one or more previously unknown relationships between one or more value drivers, identifying one or more previously unknown relationships between one or more elements of value, quantifying one or more inter-relationships between value drivers, quantifying one or more impacts between elements

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of value, developing one or more composite variables, developing one or more vectors, developing one or more causal element of value impact summaries, identifying a best fit combination of predictive model algorithm and element of value impact summaries for modeling enterprise market value and each of the components of value, creating predictive models using transaction data, determining a net element of value impact for each category of value, determining a relative strength of the elements of value between two or more enterprises, developing one or more real option discount rates, calculating one or more real option values, calculating an enterprise market sentiment value by element of value and combinations thereof.

84. (new) A data integration apparatus, comprising:

a plurality of organization related data sources, and  
means for using metadata mapping to integrate data from said sources in accordance with a common xml schema to support organization processing.

85. (new) The apparatus of claim 84 where a plurality of sources further comprises sources selected from the group consisting of advanced financial systems, basic financial systems, alliance management systems, brand management systems, customer relationship management systems, channel management systems, intellectual property management systems, process management systems, vendor management systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems, enterprise resource planning systems (ERP), material requirement planning systems (MRP), scheduling systems, quality control systems, purchasing systems and combinations thereof.

86. (new) The apparatus of claim 84 where a specification for metadata mapping is established using a metadata and conversion rules window.

87. (new) The apparatus of claim 84 where at least a portion of data are pre-specified for mapping

88. (new) The apparatus of claim 84 where a portion of data pre-specified for mapping is selected from the group consisting of component of value data, sub component of value data, known value drivers and combinations thereof.

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89. (new) The apparatus of claim 84 where a plurality of sources further comprise a plurality of relational databases.

90. (new) The apparatus of claim 84 where the method further comprises converting organization related data to a common data dictionary before storing said data

91. (new) The apparatus of claim 90 where a common data dictionary defines attributes selected from the group consisting of time periods, units of measure, currencies, elements of value, components of value, risks, organizations and combinations thereof.

92. (new) The apparatus of claim 84 where integrated data are stored in tables.

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